Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

USA 1981

When you know what counts.

Kent

Ultra Lights Low

Taste you can count on.

Kent III: 2 mg. "tar," 0.3 mg. nicotine; Kent: 13 mg. "tar," 1.0 mg. nicotine; av. per cigarette, FTC Report December 1981.
Kent Golden Lights: 8 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

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Source: https://www.industrydocuments.ucsf.edu/docs/hgnj0004